

Task-1

Business Insights:

1. Regional Revenue Distribution

- South America contributes the highest revenue of \$219,352.56, followed by Europe with \$166,254.63.
- North America and Asia generate similar revenue, approximately \$152,000.
- Insight: Focus marketing and promotional efforts on South America and Europe to further boost revenue.

2. Best-Selling Products

- The top-selling product is ActiveWear Smartwatch with total sales of \$39,096.97, followed by SoundWave Headphones at \$25,211.64.
- Insight: Invest in promoting and expanding the inventory of top-performing products, especially ActiveWear and SoundWave categories.

3. Customer Signups by Year

- 2024 saw the highest customer signups (79 customers), followed by 2022 (64 customers) and 2023 (57 customers).
- Insight: A consistent upward trend in customer signups suggests successful customer acquisition strategies in recent years.

4. Quantity and Revenue Insights

- Average quantity per transaction is approximately 2.5 units, with a maximum of 4 units.
- Average transaction value is \$689.99, with a maximum value of \$1,991.04.
- Insight: Offering bulk purchase discounts or bundling products could drive higher sales and revenue.

5. Duplication and Data Quality

- No duplicate rows or null values were found, indicating high data quality.
- Insight: The clean dataset allows accurate analysis and reliable business decisions without additional preprocessing efforts.